



# Northfield Zoning Bylaw Revision: Tools for Shaping Northfield's Future

## DRAFT PUBLIC OUTREACH AND PARTICIPATION PLAN: PHASE II

### WORKING WITH DECISION-MAKERS, PUBLIC AND STAFF

An effective public participation program should create confidence in the process, ensure that the Zoning By-law has broad-based understanding and support, and reflect the diverse interests and needs of the community. The process will require a collaborative relationship between the public, the consulting team, and decision-makers. As we envision it, Northfield's public participation program should fulfill three broad purposes:

- Inform residents about the process;
- Engage the community in the process and solicit ideas; and
- Provide feedback and response to comments.

The public participation process should provide a means of expression both to established groups and individuals and groups who do not normally participate in traditional decision-making processes. It should also serve as an educational forum, providing an understanding of the implications for Town residents and businesses. Our multi-pronged approach and scope includes:

- Building on work completed in Phase I of the Zoning Review and Revision Study
- Confirmation of Master Plan Goals so that revisions to Zoning are aligned with these
- Keeping stakeholders of the study and process
- Capturing interest in the effort of updating the Zoning By-law and map
- Providing opportunities for providing input at a variety of levels at discrete points in the process
- Using technology to supplement the outreach process
- Build consensus through an open, transparent and collaborative process



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## ZONING BY-LAW REVISION COMMITTEE ROLE AND RESPONSIBILITIES

**Expand Committee** include membership to represent young families, the business community, and perhaps an additional member of the ZBA.

Help identify **Stakeholders** and Ways of reaching them

### Conduct Outreach by:

- emailing meeting announcements/updates
- distributing flyers and educational materials
- talking to friends and neighbors about the process
- making phone calls to specific individuals to encourage their participation
- Use of “Meeting-in-A-Box” materials created by Consultant for use in mini-presentations

Consider forming a **Friends Group** to help with outreach, etc.

### Coordination for Meetings

- Reserve meeting space
- Publicize meeting
- Make contact with key people
- Arrange refreshments, raffle, etc.

Identify specific roles and responsibilities for **Committee member**, such as:

- Media Contact
- Refreshments at forums
- Coordination of flyer distribution
- General Outreach : ALL

## MEETINGS WITH ZONING BY-LAW REVISION COMMITTEE (ZBRC)

The purpose of the meetings with the Committee is to vet the assumptions and direction the Consultants are taking and to react to Consultant work as it progresses. Also to identify local coordination tasks to be undertaken by the Committee and Town Staff. Between meetings, direction to the Consultants shall come from the Committee Chair.

January 5, 2016

February 2, 2016

March 1 2016

April 26, 2016

June 14, 2016

August 16, 2016

### LESSONS LEARNED FROM PHASE I

- Need to broaden participation
- Need to talk about issues rather than zoning
- Committee needs more help to conduct outreach, so should expand Committee and/or create Friends group
- During Phase I of the Zoning Review Study, those who attended the public forums seemed to be primarily those who were more familiar with the Bylaw and how it is used. In Phase II we will make a concerted effort to reach out to the general public, helping them to understand how zoning affects the future of the Town, asking them to confirm the goals of the recently completed master plan, and discussing ways in which the Bylaw can be improved so that it is easier to use, up-to-date, consistent with state law as well as with the master plan. The main forums for this will be the Open House to be held on March 29 and at the presentation and discussion of the First and Third Reading Drafts.



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## SCHEDULE OF PUBLIC FORUMS

January 26, 2016

### Roundtable Discussions & Interviews

- Town Officials
- Farmers, Open Space Committee, Conservation Commission
- Business owners, Northfield Business and Tourist Association
- Residents on Main Street

**Purpose:** to share results of Zoning Diagnostic and to continue discussion regarding what works/doesn't work with current zoning bylaw and explore ways of making improvements to it. Also to begin to look more closely at geographic and use zones (e.g. Main Street, Residential, Agricultural).

**Location:** various

March 29, 2016

### Public Forum: Open House

**Purpose:** to provide the public with an opportunity to discuss their desires and concerns in various geographic and use zones (e.g. (e.g. Main Street, Residential, Agricultural) and to learn about and explore the various tools available to achieve land use goals.

**Location:** Elementary School? Town Hall? Gallery?

May 31, 2016

### Public Review: First Reading Draft

**Purpose:** to present preliminary recommendations for revisions to the Zoning By-law .

**Location:** Elementary School? Town Hall? Gallery?

July, 2016

### Working Group: Second Reading Draft

September 13 2016

### Public Review: Third Reading Draft

October 11, 2016

### Planning Board Public Hearing

October 18, 2016

### Planning Board Public Hearing

(if continuance is needed)

Nov/Dec. 2016

### Special Town Meeting



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## CONTINUE CONVERSATION FROM PHASE I: LEADERSHIP INTERVIEWS

Northfield Agricultural Commission	Conservation Commission
Building Inspector	Finance Committee
Planning Board	Trust Public Land
Zoning Board of Appeals	Highway Department
Northfield Historical Commission	Sewer Commissioner
Transition Northfield	Construction company
Board of Health	Local business

## BROADEN CONVERSATION TO INCLUDE, AMONG OTHERS:

Historical Society	Northfield Mount Hermon
Open Space Committee	Town Administrator
Campus Collaborative Committee	Board of Selectmen
Franklin Regional Council of Governments (FRCOG)	Community Preservation Committee
Local land use attorneys	Contractors/carpenters
Development community	Owners of multiple buildings (see recently completed Town Census forms)
National Christian Foundation	OTHERS?? (see page 9)

January 26, 2016      **MAIN STREET FORUM:** Private property owners along Main Street (residents and Businesses). Approximately 30 participants, held at the Cameron Winery.

January 26, 2016      **BUSINESS OWNERS FORUM:** Northfield Business and Tourist Association (business owners). Approximately 7 participants. Held at the Library.



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## PUBLIC FORUMS

There will be additional opportunities for the public to participate both at forums as well as on-line, but this will be the primary public event prior to presenting the Draft By-law.

### PUBLIC FORUM: OPEN HOUSE (MARCH 29, 2016)

The Forum will be organized around a series of “stations,” each staffed by the Consultant Team and Committee members with informational materials and a set of questions to respond to. Some preliminary thoughts are presented below.

#### Power Point Presentation

Summarize Zoning Audit and implications for ease of use, etc.

Summarize Master Plan vision, goals and related objectives

Relate Master Plan vision and goals to what zoning currently allows/ doesn't allow

Discussion of variety of tools available and how they help to meet master plan goals, including:

- Zoning
- Create local historic district
- Design guidelines
- Design review

### Open House Stations & Sample Talking Points (Use maps at each station)

#### Residential Neighborhoods

- Define character
- Discuss accessory units (including definition of “family”)
- Allowing redevelopment of large homes into multi-family units

#### Agriculture

- Map (existing) of farms, farm stands, etc.
- Agri-tourism, Farm Festival, barn tours, Farm-to-Table

#### Campus

- Desired uses/users
- Concerns
- Educational Overlay District?
- Redevelop incrementally?
- Conservation /Trust for public land

#### Industrial

- Should there be an industrial zone?
- If so, where should it be located?
- What kinds of uses should be allowed/not allowed?
- Should there be more geographic area allowed than currently used as industrial?

#### Main Street

- Historic photographs of Main St. showing businesses in historic homes
- Define character
- Creation of business/village district
  - Location?
  - Clusters?
  - How large?
  - Allowed uses?
  - Parking issues
  - Definition of character
  - Dimensional requirements
  - Signage
  - Help with business planning



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## FIRST READING DRAFT: PUBLIC FORUM

**Public Forum** scheduled for May 31, 2016

**Purpose:** To share preliminary draft of re-written Zoning By-law and related procedures and to receive feedback.

A PowerPoint presentation will summarize the main points. Educational handouts will emphasize these. There will be opportunities to provide feedback in an interactive format. Specific format for the forum to be developed.

The Consultant Team will propose optional ways to address the policy choices that arise in drafting the By-law. Options will focus on ways to consolidate and streamline the Town's existing zoning regulations.

The review period typically brings out both technical and policy issues that still need to be discussed and reconciled by the Town. Good examples are lingering disagreements about where authority should lie for granting special permits and how much flexibility the Town wants to allow for extending or changing nonconforming uses.

## SECOND READING DRAFT: WORKING GROUP

A **Working Group** will review the Second Reading Draft in July, 2016. The Working Group will be comprised of the ZBRC, a few key stakeholders, and the Planning Board.

The draft will also be sent to Town Counsel for initial review.

There will be opportunities to provide feedback in an interactive format. Specific format for the forum to be developed.

The second reading draft largely resolves technical issues (format, corrections) identified in the first reading draft, but may still generate policy-level discussions either about the draft Zoning By-law or issues with the Zoning Map.



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## THIRD READING DRAFT: PUBLIC FORUM

A Public Forum scheduled for September 13 2016. This is the public's opportunity to review the Preliminary Draft By-law, ask questions and give feedback before it goes to the Planning Board Public Hearing,

The Third Reading Draft is the Preliminary Draft By-law

A PowerPoint presentation will summarize the main points. Educational handouts will emphasize these. There will be opportunities to provide feedback in an interactive format. Specific format for the forum to be developed.

## PLANNING BOARD PUBLIC HEARING

October 11, 2016 **Planning Board Public Hearing**

October 18, 2016 Planning Board Public Hearing  
(if continuance is needed)

The Hearing Draft will be presented at a Planning Board Hearing. It will respond to and incorporate comments received at the Third Reading Draft.

## COMMENT BOARDS

Consider use of **COMMENT BOARDS** focused on each of the planning areas (e.g. Main Street, Residential Neighborhoods, Agriculture, Campus, Industrial )

Coordinate with on-line (social media) questions (MySidewalk)

## MEDIA

- Announcements in Community Newsletter
- Greenfield Recorder – monthly articles (KATHY)
- Cable TV
- Local radio station (Greenfield), The River, WHAI, 1520 W17 (KATHY)
- Board of Selectmen (every Tues.): Citizen Concerns - ?
- Other?



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## SOCIAL MEDIA

Posts on Nextdoor

MySidewalk: <https://mysidewalk.com/organizations/289691/northfield-zoning-review>

## WEBSITE

Will post informational handouts and meeting announcements on the Committee website:

<http://www.northfieldma.gov/zoning-revision-committee>

## HARD COPIES OF INFORMATIONAL HANDOUTS AND MEETING ANNOUNCEMENTS

- at Town Hall and Library
- coordinate with what is posted on website

## OTHER

Review results of **Northfield Area Tourism and Business Association Survey** (“Buying Habits and Preferences Survey). There 40 respondents to the survey. Results will be available sometime during the Spring of 2016.



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## OUTREACH TO PUBLIC

### Flyers and email lists:

Library

Town Hall

Senior Center

Schools

Kiwanis Club

Northfield Area Business and Tourist Assoc.

Businesses in town (Sue has list of all  
businesses in Northfield)

Farms (list on CISA website)

Northfield Village Improvement Society ??

Religious institutions

Sports associations

Art groups

Garden Club

Friends of Schell Bridge

Northfield Campus Collaborative

Transfer Station (need permission from Board of Health to distribute materials)

Mim's

Creamie

Notch and Rooster's Bistro

PTO mailing list and Facebook page

### NORTHFIELD INDIVIDUALS to check in with:

- Joe Graveline, who is a neighbor of the gravel plant. He lives on route 10.
- Sam Richardson (Snowmobile Club, trails) [srichardson19623@gmail.com](mailto:srichardson19623@gmail.com)
- Mary and Dave Johnson, 167 Main Street and they also own the house on the corner of Main and Warwick, next to Town Hall
- Joanne Gardner, 159 Main Street. She is curator at the Historical Society and has very strong concerns over Main Street uses other than residential. She also has strong concerns and knowledge on preservation of the Main Street Homes.
- Shearer Family
- Seamstress, Zigzag Sewing (connections to the motorcycle crowd)
- Joel Fawler, Historic Commission
- Bill Roberts, retired farmer
- Lane Construction (gravel pit)
- OTHER?